
VII. GROWTH, POPULATION, AND LABOR MARKET TRENDS

ECONOMIC DEVELOPMENT:

Monterey County's economy is resilient. Although the county was hard hit by the September 11th tragedy and the slowing economy, the county's economy has not been as hard hit as other areas. This is due to strong government employment and a shift toward education from military. Tourism, after a 13% drop in the first quarter of 2002, was only down 2.5% in the county for the entire year. This indicates a recovery taking place in tourism. However, there was a significant decline in lettuce and other vegetable sales from 2000 to 2001. The effect has been a \$58 billion decline in agriculture sales from \$3.03 billion to \$2.85 billion. (Nukes 2003).

In 2002, the increase in wage and salary employment was insignificant, most of the net increase coming from the farm sector. Farm jobs are not forecast to raise much over the next several years, as more service and government jobs dominate future employment growth. Services are the largest sector with 24 percent of all wage and salary jobs. The sector is expected to remain the dominant engine of job growth for the next 5 to 10 years in the county, adding education, personal services, and healthcare jobs especially.

Job growth is forecast to average 0.9 percent per year over the next 5 years. This is a significant deceleration from the 2.1 percent rate of growth between 1997 and 2002. Slower job creation is forecast for the farm, service, and government sectors. However, the construction industry will continue to produce jobs at a faster pace than other sectors.

The unemployment rate was expected to rise to 10.8 percent in 2003, and remain in the 10 to 11 percent range for the next 5 years.

Population growth averaged 1.3 percent per year between 1997 and 2002. No change in the growth rate is forecast for the next 5 years: 2003-2008. Population growth is influenced more by natural increase than by in-migration, which falls off to immaterial levels over the next 5 years due to lack of housing. However, the number of births increases significantly in the county as the 20 to 29 age population increases more than 30 percent over the next 15 years.

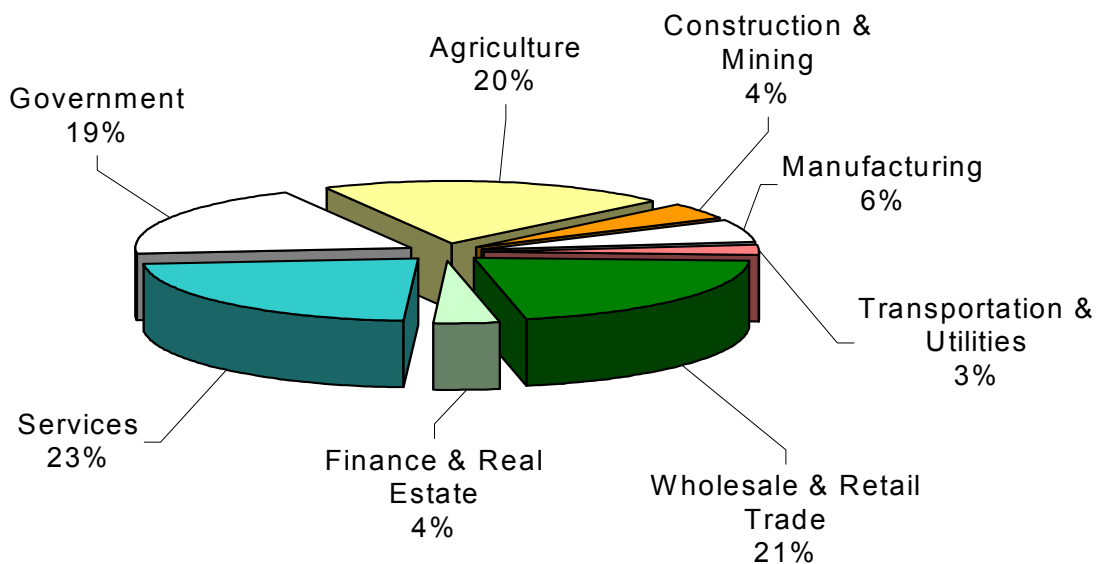
Real per capita income increased slightly in 2002. Forecast growth will continue to rise at an annual compound rate of growth of 0.6 percent between 2003 and 2008. Between 1997 and 2002, real per capita personal averaged the same 0.6 percent per year.

The median home price in the county was \$439,021 in 2002. Adjusted for inflation, home prices are forecast to rise at an annual compound rate of 4.1 per year between 2003 and 2008. (CalTrans 2004)

EMPLOYMENT:

In 2003, the majority of jobs in Monterey County were found in services (23%), retail trade (21%), agriculture (20%), and government (19%) (See Graph 7-1 and Table 7-1). Between 2002 and 2003, the largest percentage increases in jobs were in construction and mining (4%) and government (2%). Agriculture experienced a decline in employment (-3%). Total employment in 2003 rose to 168,300, an increase of 1% compared to 2002. Conversely, unemployment in Monterey County rose to 6.9% in August 2003 from 6.7% in August 2002. Hartnell is developing curriculum and programs to facilitate training opportunities in all these areas.

**Graph 7-1
Projected 2003 Monterey County Employment Distribution**



**Table 7-1
Monterey County Employment Distribution**

Industry	Actual										Projected		2002-2003	
	1998		1999		2000		2001		2002		2003		Change	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Agriculture	33,500	22%	35,600	22%	36,900	22%	34,600	21%	35,400	21%	34,500	20%	-900	-3%
Construction & Mining	5,600	4%	6,200	4%	6,500	4%	6,900	4%	6,800	4%	7,100	4%	300	4%
Manufacturing	9,400	6%	9,600	6%	10,100	6%	10,500	6%	9,600	6%	9,600	6%	0	0%
Transportation & Utilities	5,400	3%	5,200	3%	5,100	3%	5,100	3%	5,100	3%	5,100	3%	0	0%
Wholesale & Retail Trade	31,800	21%	33,100	21%	33,600	20%	34,400	21%	34,600	21%	35,100	21%	500	1%
Finance & Real Estate	6,100	4%	6,200	4%	6,600	4%	6,700	4%	6,700	4%	6,800	4%	100	1%
Services	33,700	22%	35,500	22%	37,300	22%	38,300	23%	37,800	23%	38,200	23%	400	1%
Government	29,200	19%	29,800	18%	30,400	18%	30,400	18%	31,300	19%	31,900	19%	600	2%
Total	154,700	100%	161,200	100%	166,500	100%	166,900	100%	167,300	100%	168,300	100%	1,000	1%

Note: Percentages may not sum to 100% due to rounding.

Source: 2004 Economic Forecast by County, CalTrans, Division of Transportation Planning

Table 7-2 shows that between 2001 and 2008, 14,660 new non-agricultural jobs are projected to be created in Monterey County. Most of these jobs will be in the service industry, including food service workers and cleaning workers, as well as police and corrections offers. While remaining strong, growth of health service jobs in Salinas is expected to slow somewhat.

Due to the expansion of prepackaged produce in today's supermarkets, packers and packagers will experience a significant increase in employment, this along with an expansion in construction in Monterey County which will increase the need for construction workers. Also, the need to move material from one place to another will increase the number of drivers. All this will increase the number of production, construction, operations, and material handling jobs in the county.

Reflecting a national problem, more elementary and secondary teachers and assistants will be needed, partially in response to State-mandated reduction in student class size and a growing population. Hartnell's District has fifteen (15) elementary, two secondary schools, and three joint school districts. In addition, a high demand for hospital industry workers is created by three large hospitals and extensive medical care services in the District.

Occupations projected to be the fastest growing, in terms of proportion of new jobs, include college teachers, front desk clerks, business operation specialists, and medical technicians. Other occupations having high growth rates are sales workers, counter and rental clerks, and customer services representatives.

Table 7-2
Projected Number of Jobs in Monterey County

Occupation ¹	Total Projected Jobs		Projected 2001-08 Job Openings		
	2001	2008	New Jobs	Separations	Total
Management, Bus, & Fin Occupations	9,620	10,640	1,020	1,300	2,320
General & Operations Managers	2,080	2,270	190	250	440
Business Operations Specialists, All Other	770	920	150	140	290
Accountants & Auditors	750	820	70	80	150
Professional and Related Occupations	23,700	27,230	3,530	3,390	6,920
Teachers-Elementary	2,920	3,250	330	480	810
Teacher Assistants	2,180	2,570	390	340	730
Registered Nurses	1,970	2,320	350	300	650
Teachers-Secondary	810	930	120	180	300
Health Professionals & Technicians	700	840	140	140	280
Teachers-Middle School	820	890	70	130	200
Teachers-Postsecondary	380	510	130	50	180
Sales and Related Occupations	15,460	17,070	1,610	4,030	5,640
Salespersons, Retail	5,150	5,620	470	1,470	1,940
Cashiers	4,250	4,760	510	1,500	2,010
Sups/Mgrs of Retail Sales Workers	1,600	1,750	150	170	320
Sales Reps, Whlsale & Mfg	1,060	1,140	80	210	290
Counter & Rental Clerks	510	600	90	180	270
Sales & Related Workers	470	570	100	70	170
Clerical, Administrative Support	20,520	21,750	1,230	3,160	4,390
General Office Clerks	2,590	2,810	220	360	580
Stock Clerks & Order Fillers	1,070	1,130	60	290	350
Customer Service Representatives	1,300	1,550	250	80	330
Hotel, Motel, & Resort Desk Clerks	550	690	140	190	330
Bookkeeping, Accounting Clerks	1,820	1,880	60	240	300
Sups/Mgrs of Office & Admin Support	1,490	1,570	80	200	280
Receptionists & Information Clerks	930	1,040	110	150	260
Exec Secretaries & Admin Assistant	1,310	1,390	80	160	240
Secretaries	1,610	1,630	20	190	210
Tellers	560	560	0	190	190
Office & Administrative Support Workers	880	950	70	100	170
Service Occupations	32,870	37,000	4,130	8,220	12,350
Food Preparation & Serving Workers	2,880	3,360	480	1,390	1,870
Waiters & Waitresses	2,980	3,140	160	1,220	1,380
Maids & Housekeeping Cleaners	1,930	2,280	350	320	670
Police & Sheriff's Patrol Officers	1,950	2,300	350	310	660
Correctional Officers & Jailers	1,650	1,980	330	310	640
Security Guards	1,420	1,630	210	300	510
Landscaping & Groundskeeping Workers	1,270	1,470	200	240	440

**Table 7-2
Projected Number of Jobs in Monterey County (continued)**

Occupation ¹	Total Projected Jobs		Projected 2001-08 Job Openings		
	2001	2008	New Jobs	Separations	Total
Service Occupations (Continued)					
Restaurant Cooks	1,430	1,550	120	310	430
Janitors & Cleaners	1,630	1,830	200	220	420
Food Preparation Workers	1,140	1,230	90	330	420
Counter Attendants	600	650	50	370	420
Protective Service Workers	550	640	90	240	330
Nursing Aides, Orderlies, & Attendants	1,000	1,160	160	100	260
Sups/Mgrs of Food Prep & Serving Wrk	1,040	1,100	60	190	250
Dental Assistants	680	840	160	90	250
Medical Assistants	470	600	130	100	230
Food Servers, Nonrestaurant	410	490	80	150	230
Bartenders	470	510	40	140	180
Agricultural, Forestry, Fishing	490	530	40	80	120
Prod., Const., Oper., Mat. Handling	27,120	30,110	2,990	4,340	7,330
Packers & Packagers, Hand	2,070	2,370	300	400	700
Laborers & Movers	1,570	1,680	110	390	500
Truck Drivers, Heavy & Tractor-Trailer	1,540	1,830	290	160	450
Carpenters	1,440	1,620	180	180	360
Truck Drivers, Light or Delivery Services	990	1,160	170	100	270
Automotive Service Tech & Mechanics	790	900	110	140	250
Maintenance & Repair Workers, General	1,690	1,780	90	150	240
Cleaners of Vehicles & Equipment	490	540	50	140	190
Installation, Maint, & Repair Workers, All C	740	790	50	100	150
Industrial Truck & Tractor Operators	720	800	80	70	150
Production Workers, All Other	530	620	90	60	150
Total - All Occupations	129,700	144,400	14,700	24,540	39,240

POPULATION:

Census data show that 255,458 persons resided in the Hartnell College District in 2000 (Table 7-3). Approximately seven-tenths (71%) of the population are ethnic minorities, including Latinos (61%), Asian Americans (5%), African Americans (3%) and American Indians (1%). When the Hartnell District population is broken down geographically, ethnic minorities comprise 49% of the northern portion of the District, 71% of the central area, and 81% of the southern part of the District.

**Table 7-3
2000 Hartnell College District Population by Area and Ethnicity**

Area	African American		American Indian		Asian American		Latino/a		White		Other		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
North														
Castroville	44	1%	27	<1%	219	3%	5,802	86%	569	8%	63	1%	6,724	100%
Elkhorn	20	1%	19	1%	81	5%	444	28%	1,015	64%	12	1%	1,591	100%
Moss Landing	9	3%	6	2%	7	2%	85	28%	168	56%	25	8%	300	100%
Prunedale	245	2%	245	2%	737	5%	3,416	22%	10,565	69%	200	1%	15,408	100%
Unincorporated ¹	29	1%	42	1%	320	9%	1,263	35%	1,879	52%	73	2%	3,606	100%
North Total	347	1%	339	1%	1,364	5%	11,010	40%	14,196	51%	373	1%	27,629	100%
Central														
Boronda	21	2%	15	1%	139	10%	961	73%	173	13%	16	1%	1,325	100%
Salinas	2,928	2%	958	1%	10,112	7%	93,994	65%	34,611	24%	1,317	1%	143,920	100%
Spreckels	5	1%	4	1%	14	3%	134	28%	327	67%	1	<1%	485	100%
Unincorporated ²	112	1%	103	1%	1,070	7%	2,996	19%	11,135	72%	138	1%	15,554	100%
Central Total	3,066	2%	1,080	1%	11,335	7%	98,085	61%	46,246	29%	1,472	1%	161,284	100%
South														
Bradley	0	0%	2	2%	1	1%	28	23%	89	74%	0	0%	120	100%
Chualar	6	<1%	6	<1%	42	3%	1,351	94%	39	3%	0	0%	1,444	100%
Gonzales	45	1%	38	1%	149	2%	6,474	86%	782	10%	37	<1%	7,525	100%
Greenfield	115	1%	68	1%	121	1%	11,055	88%	1,188	9%	36	<1%	12,583	100%
King City	19	<1%	56	1%	161	1%	8,922	80%	1,892	17%	44	<1%	11,094	100%
San Ardo	2	<1%	8	2%	2	<1%	329	66%	157	31%	3	1%	501	100%
San Lucas	1	<1%	1	<1%	7	2%	361	86%	47	11%	2	<1%	419	100%
Soledad	100	1%	38	<1%	257	2%	9,779	87%	1,032	9%	57	1%	11,263	100%
State Prisons	3,646	32%	126	1%	0	0%	4,147	37%	2,764	25%	574	5%	11,257	100%
Unincorporated ³	69	1%	142	1%	287	3%	4,897	47%	4,855	47%	89	1%	10,339	100%
South Total	4,003	6%	485	1%	1,027	2%	47,343	71%	12,845	19%	842	1%	66,545	100%
Total	7,416	3%	1,904	1%	13,726	5%	156,438	61%	73,287	29%	2,687	1%	255,458	100%

Note: Percentages may not sum to 100% due to rounding.

¹ Includes residents living in a portion of Marina that falls within the Hartnell College District.

² Includes residents living along the Highway 68 corridor.

³ Includes residents living in Jolon, Lockwood, and Ft. Hunter Liggett.

Source: Jeanne Gobalet, Demographer. Based on US Census 2000 data.

**Table 7-4
Hartnell College District Actual and Projected Population**

Area/City	Actual 2000		Estimated 2004		Projected ¹						2000 to 2020 Change		
	N	%	N	%	2010		2015		2020		N	%	
					N	%	N	%	N	%			
North													
Castroville	6,724	3%	7,089	3%	7,075	2%	7,698	2%	8,321	2%	1,597	24%	
Elkhorn	1,591	1%	1,677	1%	1,674	1%	1,821	1%	1,969	1%	378	24%	
Moss Landing	300	<1%	316	<1%	316	<1%	343	<1%	371	<1%	71	24%	
Prunedale	15,408	6%	16,245	6%	16,212	5%	17,640	5%	19,068	5%	3,660	24%	
Unincorporated ²	3,606	1%	3,802	1%	3,794	1%	4,128	1%	4,463	1%	857	24%	
North Total	27,629	11%	29,130	11%	29,071	10%	31,632	10%	34,192	10%	6,563	24%	
Central													
Boronda	1,325	1%	1,397	1%	1,394	<1%	1,517	<1%	1,640	<1%	315	24%	
Salinas	143,920	56%	152,200	56%	165,141	54%	174,787	53%	184,434	52%	40,514	28%	
Spreckels	485	<1%	511	<1%	510	<1%	555	<1%	600	<1%	115	24%	
Unincorporated ³	15,554	6%	16,399	6%	16,366	5%	17,807	5%	19,249	5%	3,695	24%	
Central Total	161,284	63%	170,508	63%	183,411	60%	194,667	59%	205,923	58%	44,639	28%	
South													
Bradley	120	<1%	127	<1%	126	<1%	137	<1%	149	<1%	29	24%	
Chualar	1,444	1%	1,522	1%	1,519	<1%	1,653	1%	1,787	1%	343	24%	
Gonzales	7,525	3%	8,425	3%	12,463	4%	14,627	4%	16,791	5%	9,266	123%	
Greenfield	12,583	5%	13,150	5%	18,627	6%	21,570	7%	24,512	7%	11,929	95%	
King City	11,094	4%	11,500	4%	15,484	5%	17,433	5%	19,381	5%	8,287	75%	
San Ardo	501	<1%	528	<1%	527	<1%	574	<1%	620	<1%	119	24%	
San Lucas	419	<1%	442	<1%	441	<1%	480	<1%	519	<1%	100	24%	
Soledad	11,263	4%	14,603	5%	20,636	7%	24,161	7%	27,686	8%	16,423	146%	
State Prisons	11,257	4%	11,597	4%	11,777	4%	11,777	4%	11,777	3%	520	5%	
Unincorporated ⁴	10,339	4%	10,901	4%	10,879	4%	11,837	4%	12,795	4%	2,456	24%	
South Total	66,545	26%	72,795	27%	92,479	30%	104,249	32%	116,016	33%	49,471	74%	
District Total	255,458	100%	272,433	100%	304,962	100%	330,547	100%	356,131	100%	100,673	39%	
Total Adults	163,141	64%	174,145	64%	194,920	64%	211,760	64%	228,599	64%	65,458	40%	

Note: Percentages may not sum to 100% due to rounding.

¹ Based upon California Department of Finance and Association of Monterey Bay Area Government forecasts.

² Includes residents living in a portion of Marina that falls within the Hartnell College District.

³ Includes residents living along the Highway 68 corridor.

⁴ Includes residents living in Jolon, Lockwood, and Ft. Hunter Liggett.

Source: Jeanne Gobalet, Demographer. Based on US Census 2000 data.

California Department of Finance, City/County Population Estimates, 2000-2004.

Association of Monterey Bay Area Governments, 2004 AMBAG Population,

Housing Unit & Employment Forecasts, 2000-2030.

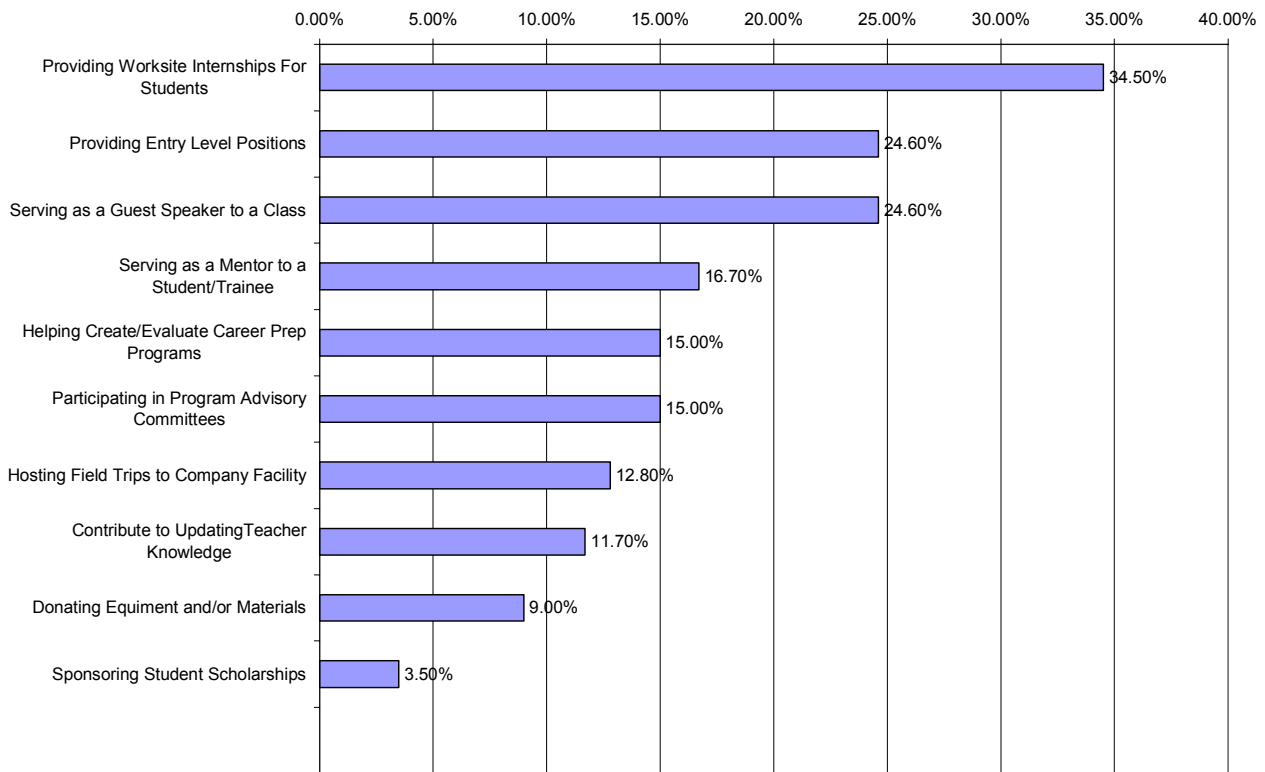
As shown in Table 7-4, 255,458 persons resided in the Hartnell College District during 2000, including 163,141 adults. In 2004 the estimated population is 272,433, including 174,145 adults. More than three-fifths of the population reside in the central area in and around Salinas, more than one-fourth live in South County, and the remaining 11% live in the northern part of the county.

Population projections (Table 7-4) show that the total population in the Hartnell College District will grow by 39% between 2000 and 2020. However, growth rates will vary widely from 24% in Castroville to 146% in Soledad.

EDUCATION AND TRAINING NEEDS:

Results of the 1996 Hartnell District Salinas Valley Business Retention and Economic Advancement Project show that the greatest training needs for employees of Salinas Valley employers are for computer skills; people skills; customer relations and service training; communication skills; sales, marketing and advertising training; and basic skills training, particularly for agricultural workers.

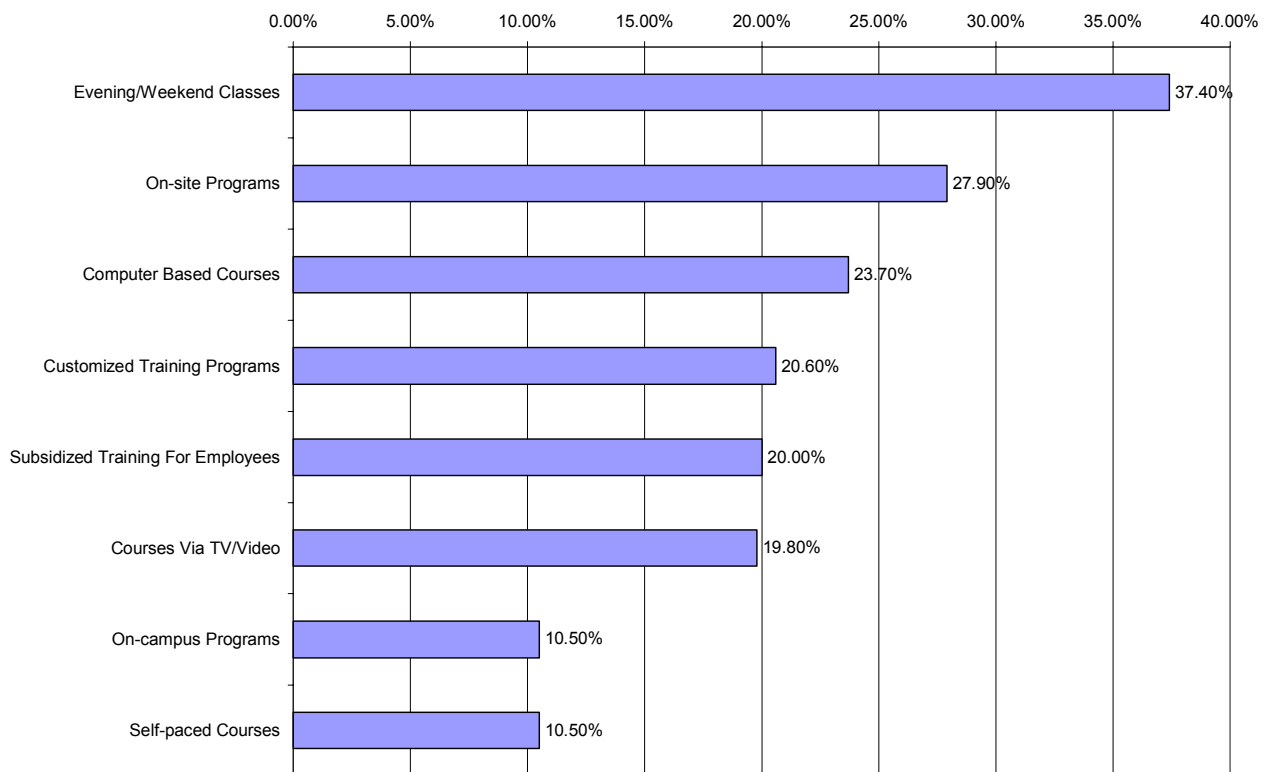
Graph 7-5
Top Ten Training Programs and Services of Interest to Businesses
Salinas Valley Region



Additional small business training is needed. In its November 1998 publication, *Salinas Business*, the Salinas Valley Chamber of Commerce identified three major concerns to Salinas businesses: lack of skilled entry-level employees, lack of available employees, and attitude/work ethic of employees. Opportunities exist for Hartnell College to provide some of this training in cooperation with existing entities, such as King City’s Small Business Incubator and the Economic Development Corporation, as well as a number of businesses in Salinas, Soledad, and Greenfield.

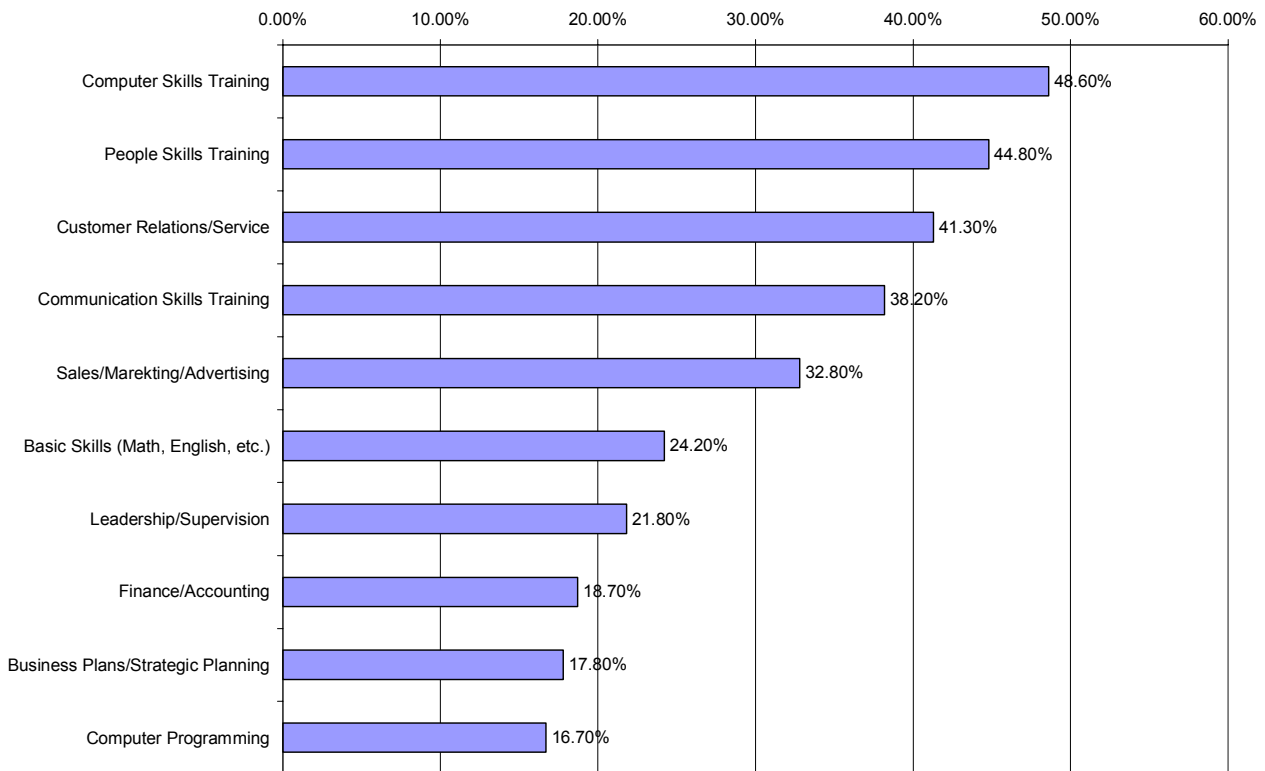
Many Salinas Valley employers have expressed an interest in alternative training delivery approaches, including evening and weekend classes and on-site programs. Some South County residents would also like more college classes offered in their local communities.

Graph 7-6
Training Delivery Methods of Interest to Businesses
Salinas Valley Region



Monterey County’s economic development strategy encourages more training partnerships between business and educational institutions. Many employers have expressed a willingness to be partners in such endeavors through providing work-site internships for students, providing entry-level positions, and serving as guest speakers for classes. Hartnell’s Cooperative Work Experience program benefits from these opportunities. Besides taking advantage of these partnerships, Hartnell also has an opportunity to develop collaborative ventures with other educational institutions, such as California State University Monterey Bay (CSUMB), and Golden Gate University.

Graph 7-6
Career Preparation Activities/Services of Interest to Businesses
Salinas Valley Region



CONCLUSIONS:

The economy will continue to grow in the Hartnell College District, although at a slower pace than in recent years. Agribusiness is the primary force that drives economic development throughout the Salinas Valley. Consequently, Hartnell will need to continue to respond to the employment needs of the agricultural industry. In addition, employers have expressed a need for their employees to have more training in the healthcare, education, construction, and business operations areas, all of which will be addressed by the College.

The Latino population will continue to grow at a faster rate than other ethnic groups. Additionally, population growth in the southern Salinas Valley will increase at a faster pace than in Salinas and the northern part of the District. As a result, Hartnell will develop more programs and services to meet the needs of Latino and South County residents.